RULE-DRIVEN GUIDANCE AND FEEDBACK SYSTEM

ABSTRACT

A reasoning model for a guidance and feedback system includes a decision graph built by an author to reflect a defined knowledge base. The decision graph includes nodes having rules to define links or transitions to other nodes in the graph. Nodes may be question nodes, recommendation nodes, or cross-sell nodes. Question nodes determine system user characteristics by direct interrogation or by indirect access to information about the user. Recommendation nodes are associated with question nodes and may be either final or interim. Cross-sell nodes provide information to a user that is not directly related to the defined knowledge base. A rule engine traverses the graph and fires the rules defined in the nodes. Links to nodes are followed in a manner determined dynamically as a result of the user data obtained at question nodes.

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